

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



FORM  
**SA-5132A**

## 2001 SERVICE ANNUAL SURVEY

### Cable Networks and Program Distribution

**DUE  
DATE** ➔

**NOTICE** — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

138  
513210

SAS\_I  
T

#### RETURN COMPLETED FORM TO



**U.S. CENSUS BUREAU**  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

Any questions call  
1-800-772-7851 weekdays,  
8:30 a.m. to 5:00 p.m. EST

(Please correct any error in name, address, or ZIP Code)

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

#### Item 1 SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operating studios and facilities for the broadcasting of cable programs on a subscription or fee basis. These locations produce programming in your company's facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

Does the above coverage describe this firm's business activity?

0001

1 ☐ Yes — Continue with Item 3

2 ☐ No — Specify your business activity and continue with Item 3 ➔

0002

#### Item 2 NOT APPLICABLE TO THIS FORM

#### Item 3 REPORT PERIOD

Mark (X) the one box which best describes the period covered by your report.

0006

1 ☐ Calendar year — Go to Item 4A

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year

3 ☐ Less than 12 months

From

To

2001

Month

Day

Year

0007

0008

Item 4A	REVENUE	An estimate is acceptable if a book figure is not available.	Key code	2001			
				Bil.	Mil.	Thou.	Dol.
<b>See the attached "General Instructions" sheet before completing this section.</b>  <b>Enter "0" in items where applicable.</b>  <b>Do Not combine data for two or more detail lines.</b>  <b>Exclude Intra-company revenue or transfers.</b>  <b>Line 1 – System Operators and program providers –</b> Report net advertising revenue. <b>Exclude</b> commissions paid to agency representatives and brokers, but include trade-outs and barter, and political advertising revenue.  <b>Line 2 – Program providers –</b> Report revenue from providing television and musical programming, usually an entire channel, to programming distributors such as cable, direct-to-home satellite, and multipoint distribution service operators.  <b>Line 3 – System operators –</b> Report subscription fees received for basic and non-premium service tier from residential and commercial customers. Include revenue from start-up and reconnect fees.  <b>Line 4 – System operators –</b> Report revenue from premium services, such as movie channels.  <b>Line 6 – System operators –</b> Report revenue from providing cable installation services.  <b>Line 8 – System operators –</b> Report all other program distribution related revenue, such as service charges, interactive programming, etc.  <b>Line 9.a – System Operators –</b> Report revenue from internet access and cable modem service.  <b>Line 9.d – System operators –</b> Report revenue from all other communication services.  <b>Line 10 – System operators and program providers –</b> Report other operating revenue. <b>Exclude</b> non operating revenue such as income from investments, the sale of securities, real estate, etc.  <b>Note — If the amount reported on line 10 is greater than 20 percent of the total operating revenue reported in line 11, indicate the source of this revenue in the "Remarks" section on page 4.</b>		<b>1. Air Time – (i.e. net advertising revenue)</b> <b>748</b>					
		<b>2. Specialty programming service (i.e., program revenue)</b> <b>814</b>					
		<b>Cable systems and multichannel video distribution (MVPD) revenue</b>					
		<b>3. Basic programming package (including expanded basic programming)</b> <b>815</b>					
		<b>4. Premium cable programming packages</b> <b>817</b>					
		<b>5. Pay-per-view services</b> <b>816</b>					
		<b>6. Program distribution installation services</b> <b>818</b>					
		<b>7. Program Distribution equipment sales and rentals (including decoders, satellite dishes, etc.)</b> <b>1221</b>					
		<b>8. Other Program distribution related services</b> <b>819</b>					
		<b>9. Communication service revenue</b>					
		<b>a. Internet access services</b> <b>821</b>					
		<b>b. Basic fixed local telephony</b> <b>822</b>					
		<b>c. Basic fixed long-distance telephony</b> <b>828</b>					
		<b>d. Other communication services</b> <b>824</b>					
		<b>10. Other operating services revenue</b> <b>749</b>					
		<b>11. TOTAL OPERATING REVENUE</b>	<b>002</b>				

Item 4B	PERCENTAGE BREAKDOWN OF REVENUE			
For 2001, report the percentage of cable systems and multichannel video distribution (MVPD) revenue (sum of lines 3–8 above) by type of customer.	Residential	Business	Public	TOTAL
Cable systems and multichannel video distribution revenue →	1257 %	1258 %	1259 %	100%

Item 4C	E-COMMERCE RECEIPTS/REVENUE			
Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instruction sheet for further clarification before completing this item.				
<b>An estimate is acceptable if a book figure is not available.</b>				
<b>1. Did your firm have e-commerce receipts/revenue during 2001?</b> <input type="checkbox"/> 0011 1 <input type="checkbox"/> Yes — Enter the date your firm began e-commerce sales. → <input type="text"/> 0010 <input type="checkbox"/> 0010 2 <input type="checkbox"/> No — Continue to Item 4D.		Month (i.e., June=06)	Year (i.e., 2001=01)	
<b>2. What was your firm's e-commerce receipts/revenue for 2001? (Include e-commerce receipts/revenue in Item 4A. <b>Exclude</b> sales taxes.)</b>		<b>Key code</b> <b>005</b>	<b>2001</b> Bil. Mil. Thou. Dol.	

Item 4D	PAYROLL AND OTHER OPERATING EXPENSES	An estimate is acceptable if a book figure is not available.	Key code	2001				
				Bil.	Mil.	Thou.	Dol.	
Report costs incurred during 2001, even though payments may have been made at a later date. <b>Exclude</b> sales or other taxes collected from customers and paid directly to a taxing authority.								
<b>See the enclosed General Instruction sheet before completing this section.</b>								
<b>Enter "0" in items where applicable. Please Do Not combine data for two or more detail lines.</b>								
<b>Line 1</b> — Report on a <b>cash</b> basis, the gross earnings paid to employees prior to deductions. If an unincorporated concern, <b>exclude</b> payments to proprietors or partners.								
<b>Line 2</b> — Report on a <b>cash</b> basis, in line 2a, employer's cost for legally required programs. Report on a <b>cash</b> basis, in line 2b, employer's cost for programs not required by law. Report in line 2a and line 2b the amounts actually contributed.								
<b>Line 3</b> — <b>Program and production costs include</b> talent and music license fees, the value of bartered programming, and all other costs of programming and production. <b>Exclude</b> payroll and employer contributions to employee benefit programs.								
<b>System operators</b> include costs of all local origination programming. Include public access costs and fees.								
<b>Program providers</b> include costs of all original programming produced or developed in-house.								
<b>Line 4</b> — <b>Report</b> depreciation on a) assets obtained through capital lease agreements, b) leasehold assets, and c) assets that you lease to others under an operating lease agreement. <b>Exclude</b> depreciation on intangible assets and assets leased to others under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes. Include depreciation on: buildings, offices, and structures; communication systems; vehicles, machinery and equipment; and other tangible assets.								
<b>Line 5</b> — <b>Exclude</b> payments by your firm to the parent company or organization (or any of its subsidiaries) for use of assets owned by them. <b>Exclude</b> installment payments for assets obtained through capital lease agreements. Include lease and rental costs on: buildings, offices, and structures; communication systems; vehicles; and other machinery and equipment.								
<b>Line 6</b> — <b>Exclude</b> repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries. Include repair cost on: buildings, offices, and structures; communication systems; vehicles; and other machinery and equipment.								
<b>Line 7</b> — Report the cost of nonrevenue-generating purchased communication and utility services, including telephone, telex, telegraph, etc.								
<b>Line 9</b> — Include cost of insurance (less worker's compensation premiums), licenses, etc.								
<b>Lines 9 and 10</b> — See the enclosed General Instruction sheet to calculate Other Operating Expenses and Total Operating Expenses as they pertain to this survey.								
<b>NOTE</b> — If the amount reported on line 9 is greater than 20 percent of the total operating expenses reported in line 10, indicate the source of these expenses in the "Remarks" section on page 4 of this form.								
		1. Annual payroll	800					
		2. Employer contributions to employee benefit plans						
		a. Plans required under Federal and State legislation (including Social Security and Medicare (FICA), workers compensation insurance, etc.)	801					
		b. Other fringe benefit plans (including medical insurance, life insurance, etc.)	802					
		3. Program and production costs (including program service cost, such as basic cable service and pay-per-view or premium TV services: in house programs; and other program and production costs)	825					
		4. Depreciation and amortization charges	805					
		5. Lease and rental costs	807					
		6. Cost of purchased repairs	809					
		7. Cost of purchased communications and utilities	811					
		8. Cost of purchased advertising	812					
		9. Other operating expenses	813					
		10. <b>TOTAL OPERATING EXPENSES</b> →	003					

**Item 5 EXPORTED SERVICES**

**An estimate is acceptable if a book figure is not available.**

**Note** — An exported service is a service performed for a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.).

**Exclude** services provided to domestic subsidiaries of foreign firms.

Did the revenue reported in Item 4A include any amounts received for exported services?

0009

☐ Yes

☐ No

Key code	2001			
	Bil.	Mil.	Thou.	Dol.
004				

**Item 6 SALES TAXES AND OTHER TAXES**

Were sales taxes or other taxes (i.e. amusement, occupancy, use, etc.) collected from customers and forwarded directly to taxing authorities?

0077

☐ 1 Yes — Report the amount of such taxes

☐ 2 No — Continue to item 7.

Key code	2001			
	Bil.	Mil.	Thou.	Dol.
007				

**Item 7 NUMBER OF LOCATIONS**

Enter the total number of service locations covered by this report as of December 31, 2001. A location is defined as an establishment with paid company personnel.

0012

2001 Number

**Item 8 OWNERSHIP OR CONTROL**

**a.** Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company?

0013

☐ 1 Yes

☐ 2 No

0014 Name of owning or controlling company

Number and street

City, State, and ZIP Code

EIN

0015

0017 Name of company acquired or merged with

Number and street

City, State, and ZIP Code

Date of merger or acquisition

0018

Month

Year

EIN

0019

**Item 9 REMARKS** — Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.

0027

Public reporting burden for this collection of information is estimated to average 3.0 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, Room 3110, FB 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.

**Item 10 CERTIFICATION** — This report is substantially accurate and has been prepared in accordance with instructions.

0020

Name of person completing this report — Please print

0021 Address (Number and street, city, State, ZIP Code)

0022

Telephone

Area code

Number

Extension

Signature of authorized person

0023

Fax

Area code

Number

Extension

0024

Title

0025

Date

0026

E-mail address

**Please return the completed form in the enclosed envelope.**  
**If you prefer, you may fax the completed form to 1-800-447-4613.**

# SERVICE ANNUAL SURVEY

## BROADCASTING AND TELECOMMUNICATIONS

### GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

**U.S. Census Bureau  
1201 East 10th Street  
Jeffersonville, IN 47132-0001**

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

**Always include** your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE, ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more revenue lines.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

---

### SPECIFIC INSTRUCTIONS

#### Other Operating Expenses

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.

- **Total operating expenses** – Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows:

Total operating expenses (from income statement)

+Taxes – *If not included in operating expenses*

+ [Annual payroll (cash basis) + Employer contributions (cash basis)]

– [Annual payroll (accrual basis) + Employer contributions (accrual basis)]

---

#### =TOTAL OPERATING EXPENSES

- **Other operating expenses** – If other operating expenses are unavailable, calculate them as follows –

#### TOTAL OPERATING EXPENSES FOR SURVEY

– (Lines 1 through 9 under the payroll and other operating expenses item on survey report form)

---

#### =OTHER OPERATING EXPENSES

# SERVICE ANNUAL SURVEY

## INFORMATION SECTOR

### SPECIFIC INSTRUCTIONS – Continued

#### E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

##### **Include –**

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

##### **Exclude –** revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.

#### **Expenses** *(For Libraries and Archives only)*

Report costs incurred during the survey year specified even though payments may have been made at a later date.

##### **Include –**

- Payroll and employee benefits.
- Interest and rent expenses.
- Supplies used for operating your business, cost of merchandise sold, and other expenses allocated to operations during the year.
- Contracted or purchased services.
- Fees paid to other organizations for fundraising.
- Depreciation expenses.
- Expenses of locations providing support services (e.g., repair services, administrative services, etc.) for your service establishments.

##### **Exclude –**

- Sales and other taxes collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Outlays for the purchase of real estate (land and building); for construction; for additions, major alterations, and improvements to existing facilities; and all other capital expenditures.
- Funds invested.
- Income taxes.
- Assessments (dues) paid to the parent or other chapters of the same organization.
- **For firms engaged in raising funds** – Funds which are transferred to charities or other organizations.